



**Alberta  
Cattle  
Commission**

# GRASS ROUTES

*The Alberta cattle producer newsletter.*

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## Court challenge dismissed

*Justice Montgomery rejects litigants' arguments outright*

"We're delighted with the court decision confirming the Alberta Cattle Commission's (ACC) authority to collect the check-off, and that the industry's ability to fund marketing, promotion, market development and lobbying efforts isn't jeopardized," says ACC Chairman Larry Sears.

Justice Montgomery in the Court of Queen's Bench of Alberta dismissed the legal action by a small group of producers challenging the ACC's authority to collect the check-off. The result read as follows:

"In the result, the Counterclaim by the Butterfield Group is dismissed and the Motion by the Bevers Group is dismissed. The Commission is entitled to a judgment against the Butterfield Group in accordance with the admission made at the opening of the hearing, and the monies held in trust shall be paid to the Commission to assist in satisfying the judgment."

ACC Vice-Chairman Ben Thorlakson says the legal challenge was a very painful process for the industry and "we're glad to have it behind us".

"The ACC has operated for about 20 years with a producer elected democratic process. As producers, we've accomplished much on behalf of this dynamic industry - a countervailing duty on offshore beef imports, changing grazing lease administration, national beef advertising to increase consumption of our product, the development of domestic and international new markets - to name just a few examples."

The upcoming plebiscite will ensure that all cattle producers have an opportunity to vote on the continuation of the ACC's non-refundable check-off. The court could only confirm the ACC's authority to collect the check-off, not the nature of the check-off.

"Producers will have the final say on this matter, and the ACC will abide by their wishes," Sears concludes.

## National solution to Tripartite found

The federal and provincial governments recently agreed to terminate the National Tripartite Stabilization Program (NTSP) for cattle at the end of 1993.

In reaching the agreement, participants reaffirmed their intent to move to whole farm income stabilization as the basic approach for helping all farmers manage production and market risk, as

agreed to at the federal-provincial meeting of agriculture ministers in July. A whole farm approach will stabilize income from all production on a farm, not just by individual commodity as is the case for NTSP and other price support programs.

Ministers agreed there would be a transition program for the next year or until a whole farm program is made available to the cattle sector. The approach will be finalized with industry in the coming weeks.

**Strength** *from the* **ground up.**



## CCA president dies in plane crash

Our condolences go to the family and friends of Canadian Cattlemen's Association President Lynn Biggart (outside left photo) who died September 24 in a plane crash near St. Paul, Alberta. Biggart was returning to his ranch at Cutknife, Saskatchewan in his small plane when the accident occurred. Biggart, 58, is survived by his wife Mary, two daughters and grandchildren.



## Producers will decide the check-off

A plebiscite of all eligible cattle producers on the issue of the Alberta Cattle Commission's (ACC) non-refundable check-off will be held from January to March, 1994. The plebiscite will be a credible, neutral and informed vote of as many Alberta cattle producers as possible. The vote will be conducted by the Alberta Agricultural Products Marketing Council (Marketing Council).

In July of last year, the ACC asked Marketing Council to hold a plebiscite on the check-off. ACC Chairman Larry Sears says, "We wanted to ensure that all cattle producers had an opportunity to vote on the continuation of the ACC's non-refundable check-off. A small group of producers were using the courts to challenge the ACC's authority to collect the check-off. The nature of the check-off (non-refundable versus refundable) cannot be decided by the courts. This decision lies solely with producers and we felt a vote would resolve the matter once and for all, with the ACC abiding by the wishes of the majority."

Since making the request over a year ago, the ACC has consulted extensively with Marketing Council on the type of plebiscite, the question, timing of the vote, voting procedures, campaigning and cost. Other industry organizations and the producer litigants involved in the lawsuit against the ACC were also consulted by the provincial government.

"Negotiations were ongoing throughout this

entire period with a number of proposals fielded and then rejected by some of the other parties involved in the discussions. We had hoped that the vote would be conducted earlier, and are pleased that it is finally going ahead," says Sears.

The vote question will ask producers whether the ACC should operate with a non-refundable or a refundable check-off. Voting will be conducted through a mail-out registration followed by a mail-out ballot. The mailing list will be developed by Alberta Agriculture and Marketing Council from various industry lists, including the ACC mail list. The returned registrations will form the voters list. A ballot will be mailed to those who have registered.

Information sessions may be organized to discuss the issue and answer producers' questions. The meetings will include a panel discussion with up to two participants from each side of the issue, chaired by a neutral chairman from Alberta Agriculture. Producers will be able to pick up a registration package at the meetings and other locations such as DA offices - if they have not already received one.

The ACC and Marketing Council are currently negotiating a cost sharing arrangement for printing and mailing the registration and ballot packages. Results of the vote will be announced by the returning officer as soon as possible after the end of balloting. The issue will be decided by a simple majority.

## Society for Range Management annual meeting

The international mountain section of the Society for Range Management will be holding their annual meeting November 5-6 at the Port 'O Call Inn, Calgary. Producers and rangeland specialists will discuss the relationship between agriculture and urbanites as well as grass management techniques and strategies. For more information call Mary Jane Davies, 337-3212.

## Energy industry seeks reduction in compensation

The Canadian Association of Petroleum Producers (CAPP) has requested that the provincial government reduce the current levels of compensation paid to landowners.

CAPP, whose member companies represent 95 per cent of Canada's natural gas and crude oil production, have released a study concluding that "levels of compensation to surface owners greatly exceeds the value that would be derived from the use of real estate values or the use of common accounting practices".

Compensation levels are set by the Surface Rights Act. CAPP is calling for major revisions to the Act to "set fair and reasonable standard surface acquisition and rental prices for each of the designated agricultural regions of the province".

The Alberta Cattle Commission (ACC) has met regularly with CAPP to discuss issues of mutual concern including compensation levels. The ACC has been adamant that producers are not interested in re-examining compensation levels set under the Surface Rights Act.



## ELECTION BACKGROUNDER



# ZONE 1

*Zone 1 Includes: County of Vulcan No. 2, County of Newell No. 4, County of Forty Mile No. 8, M.D. of Taber No. 14, M.D. of Cypress No. 1, and that area of Special Area No. 2 that lies south of the Red Deer River*

## CANDIDATES

**David Andrews** and wife Cheryl along with their three children run a mixed farming operation at **Bow City** that includes a cow/calf enterprise as a major component. His parents, Charles and Martha Andrews, continue to be involved.

David has been active with the ACC as a delegate, director and past chairman. He is currently the foreign trade committee chairman of the Canadian Cattlemen's Association.

**Harry Hargrave** manages the family ranch northeast of **Medicine Hat**. He runs a 600 head cow/calf operation plus a yearling finishing all his cattle in custom feedlots. His ranching operations are based on grazing the short grass prairie of southeast Alberta.

Harry has always been interested in the politics of agriculture, especially the beef cattle sector, and is pleased to stand for election. Harry says, "It is important that our industry be represented by grassroots people especially in the 1990s when more pressure is being brought to bear from so many sources both public and private."

**Joan Hughson** operates a cow/calf and background operation with her family near **Foremost**. She has been active in many organizations through the years and is currently a director for the Border Seed Cleaning Co-op and the Forty Mile Feeder Co-operative Association. Joan would like to be an ACC delegate because she is interested in the livestock industry - producing, marketing, breeding; lease land issues and promoting Alberta beef.

**Murray Jorgensen** currently raises cattle with his wife and parents at **Countess**. He runs about 250 head of cows and a small backgrounding feedlot.

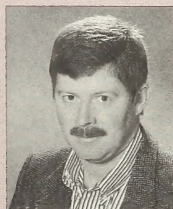
Prior to returning to the family farm, Murray received a B.Sc. in agriculture from the University of Alberta and a diploma in wildlife ecology from the Northern Alberta Institute of Technology. Murray feels that the beef industry needs to be represented to government and the public at large, and would be honored to do his part to help ensure a bright future for the cattle industry.

**Gerald Maser** is a third generation rancher near **Manyberries**, backgrounding yearlings and finishing his own ranch raised animals.

Gerald has been an ACC delegate for the past two years and was involved with the promotion committee. He served as president of the local agricultural society, the community club and director of the rodeo association. He was also president of the Cypress PC Association for eight years. Gerald feels that as a member of the ACC and a strong believer in free enterprise that he can work towards keeping the cattle industry a strong and vital part of agriculture.

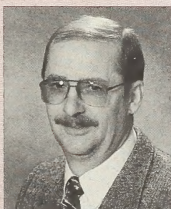
**Dick Middleton** runs a cow/calf and feeder operation featuring Gelbvieh Angus cows in the **Champion** area. The majority of his land has been seeded back to grass while he works towards a year round grazing operation. Dick has been involved in numerous other organizations and would like to be involved in an organization like the ACC that promotes the cattle industry and is funded by producers.

## SITTING DELEGATES



**Arno Doerksen**  
Gem, 641-2498

producer liaison  
committee



**Larry Helland**  
Lomond, 792-2150

government affairs  
committee chairman



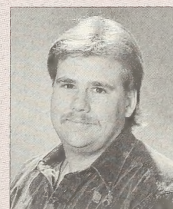
**Lawrence Pfeifer**  
Medicine Hat, 893-2407

public affairs committee



**Simon Schonhofer**  
Jenner, 379-2272

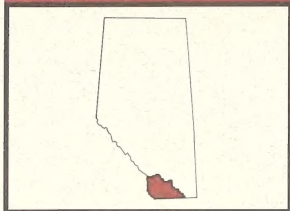
government affairs  
committee



**Robert Staples**  
Bindloss, 379-2500

market development  
committee





## ZONE 2

*Zone 2 Includes: County of Warner No. 5, County of Lethbridge No. 26, M.D. of Cardston No. 6, M.D. of Pincher Creek No. 9, M.D. of Willow Creek No. 26, I.D. No. 4, I.D. No. 5, I.D. 6 and the Municipality of Crowsnest Pass*

### CANDIDATES

**Charlie Ewing** operates a second generation cow/calf ranch in the Porcupine Hills west of **Claresholm** with his wife and two children. He is a graduate of Montana State University and has been running the ranch since 1982. Charlie is a founding member and seedstock breeder for Beefbooster Cattle Alberta Ltd., and is currently chairman of that organization.

Charlie says, "I depend solely on the cattle business for my livelihood and am therefore interested in maintaining a Cattle Commission that has in the past and will continue to be of great benefit to producers."

**David Keeler** has a B.Sc. from the University of Alberta and MBA from Brigham University. He is married with six children. David runs a farm, cow/calf operation with 130 cows on pasture and a feedlot with a capacity of 9-12,000 head. David has been farming since 1971 and is currently in the **Raymond** area.

**Ralph Salt** runs a cow/calf operation south of **Cardston**. Ralph says his first term as a zone delegate for the ACC has been a rewarding experience. He has enjoyed being involved in the affairs of the industry. During the past two years Ralph has been on the producer liaison committee. He says the task of better informing producers about industry affairs will never be completed and we must work at it continually. If given the opportunity Ralph would look forward to another term as zone delegate.

**Herman Stroeve** and his son operate H. Stroeve Feeders Ltd., a 5,500 head capacity feedlot near **Picture Butte**. He is currently president of the Picture Butte Feeder Co-operative.

Herman has been involved in many farm organizations: president and secretary of local sugar beet growers, president of North County Minor Hockey in Picture Butte, trustee on the local school board, and director on the provincial Unifarm board.

Herman is concerned about the direction of the ACC and hopes to assist keeping the cattle industry viable.

**Len Vogelaar** has had a feedlot and cow/calf operation in the **Pincher Creek** area for over 25 years. Len is past president of the Alberta Cattle Feeders' Association and has been extensively involved with the ACC. He is past chairman of the ACC, past president of the Canada Beef Export Federation, and currently chairs the Canadian Cattlemen's Association stabilization committee.

Len believes in a free market and the paramount importance of expanded export markets for beef and cattle.

**Stan Wilson** has been involved in beef cattle production for most of his life. He has a ranch and farm operation in the foothills southwest of **Nanton**.

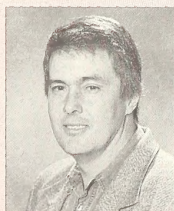
Stan has been chairman of the ACC land use committee, chairman of the board for two years, and was also president of the Canadian Cattlemen's Association. He is interested in all aspects of beef production and currently represents agricultural interests on the Alberta Round Table on the Environment and the Economy.

### SITTING DELEGATES



**Gary Brown**  
Stavely, 549-3787

market development  
committee chairman



**Lance Carnine**  
Lethbridge, 327-9213

public affairs committee



**Keith Everts**  
Pincher Creek, 627-4983

public affairs committee



**Kim Hanson**  
Cardston, 653-2487

promotion committee



**Larry Sears**  
Stavely, 549-2481

ACC chairman



## ZONE 3

*Zone 3 Includes: County of Wheatland No. 16, County of Mountainview No. 17, M.D. of Foothills No. 31, M.D. of Rockyview No. 44, M.D. No.8, I.D. No. 8, I.D. No. 9*

## CANDIDATES

**Joseph Bews** along with his family operates a ranch west of **Longview** comprised of deeded land, grazing lease and grazing forestry permits. He runs cows/calves and buys yearlings to grass out for the summer. Joe has 20 years experience managing the family ranch.

**Larry Dayment** of **Longview** is a partner in the family ranch consisting of 200 cows and grain land. He has served two years on the ACC. Larry says, "Serving you is something I found easy to commit to. I was overwhelmed at times at how much and how effective this organization is. If re-elected I'll bring forth all my gifts and knowledge with excitement and commitment."

**Charles Groeneveld** resides on a farm east of **Ocotoks**. He was a member of the Gladys 4-H Beef Club for 10 years and a leader for 26 years. Charles has been a member of the Alberta Cattle Breeders for 12 years holding the office of president for one term. He sat on the Canadian Simmental Association board as vice-president and served four years as president of the Alberta Simmental Association. He has also been extensively involved with the Calgary Exhibition and Stampede.

Charles feels he can contribute knowledge and experience to the ACC as he enjoys all facets of the beef industry. He is running for a second term as an ACC delegate.

**Stuart Morison** farms and ranches west of **Airdrie**. His operation consists of a 6,000 head feedlot and a cow/calf operation.

Stuart is currently a member and past director of the

Alberta Cattle Feeders' Association. He is a director of the Calgary Central Feeder Association and the Airdrie and District Rodeo Association. Stuart's interests in the industry are beef promotion and meat exports.

**Dennis Overguard** operates a 300 head commercial cow herd in the **Sundre** area. He has been on the ACC public affairs committee for the past two years. Highlights of the committee's work include land use and animal welfare issues.

Dennis says, "I feel that if we do not respond to animal rights organizations, that the future of our industry will be in jeopardy. I would like the opportunity to continue to promote the cattle industry and your support would be greatly appreciated."

**John Pochapsky** along with wife Betty and their three sons operate a feedlot and grain farm southeast of **Olds**. John has previously served as a director and chair of Foothills Natural Gas Co-op. As well, he was a delegate on the local REA Board. John says his knowledge of the industry coupled with his people skills make him a suitable candidate for the ACC.

**Ben Thorlakson** is president of Cattleland Feedyards Ltd., which has feedlots and farm land at Strathmore and Airdrie. He served as president of the Alberta Cattle Feeders' Association (1980-82) and as chairman of the board of directors of VIDO from 1979 to 1982. Ben is currently ACC vice-chairman and a director to the Canadian Cattlemen's Association. Ben and his wife Betty Ann and family reside in the **Carstairs** area.

## SITTING DELEGATES



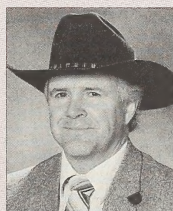
**Robert Carr**  
Ocotoks, 938-7674

market development  
committee



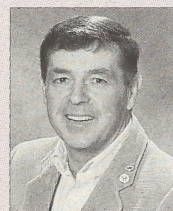
**David Foat**  
Carstairs, 337-2366

government affairs  
committee



**Doug Jones**  
Sundre, 335-8979

technical committee



**Hugh Kennedy**  
Turner Valley, 933-5156

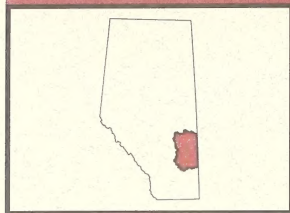
promotion committee



**Jim Turner**  
Cochrane, 932-5278

government affairs  
committee





## ZONE 4

**Zone 4 Includes:** County of Paintearth No. 18, County of Flagstaff No. 29, M.D. of Acadia No. 34, M.D. of Provost No. 52, M.D. of Wainwright No. 61, and that area of Special Area No. 2 that lies north of the Red Deer River, Special Area No. 3, Special Area No. 4

### ELECTED BY ACCLAMATION

**Ron Burgemeister** and his wife Betty farm six miles south of **Hanna**. In the past few years he has regrassed most of his land and now runs a cow/calf operation selling bred heifers. Ron has been involved in 4-H for many years and enjoys it very much. As an ACC delegate Ron would be interested in public land use and consumer awareness.

**Judy Fenton** and her husband Henry own and operate a commercial cow/calf yearling operation near **Irma**. Judy's involvement on the ACC has primarily been working in promotion. She served on the Beef Information Centre committee for two years and is chairman of the Classroom Agriculture Program.

Judy says, "What exciting and challenging times we are facing within the industry! Expansion and record high prices prove the optimism throughout. It is a time when we need to set our priorities and goals and strive for a positive approach to benefit all cattle producers."

**Arnold Guhle** and family own and operate a mixed farm in the **Daysland** area with a cow/calf and backgrounding focus.

He served two terms on the ACC technical committee, which looked into the relationship between the cattle and petrochemical industries.

Arnold feels that without the strong lobbying of the ACC we would not have a tariff on offshore imported beef and therefore a much lower price.

"There will always be new problems to solve and only a strong ACC can hope to help livestock producers with these problems."

**Lorne Maull** is a graduate of the Vermilion School of Agriculture. His family operates a cow/calf, feedlot, custom feeding, cropping and commercial feed mill operation near **Metiskow**. Lorne feels that he has a thorough knowledge of the cattle industry.

Lorne has been active in numerous community organizations including 4-H, Scouts, minor sports, IOOF, gas co-op and the local feeder association. He has served one term on the ACC, mostly on the government affairs committee.

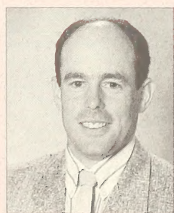
With increasing pressure from anti-beef and various pressure groups Lorne believes that the industry must be prepared to educate the general public about beef's healthfulness and producers' good stewardship practices.

"Our cattle operation has been good to us. It is my hope that by being involved with the ACC that we can help to keep the cattle business attractive and profitable for future generations."

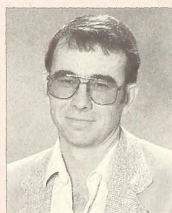
**Tim Smith** from **Veteran** is a third generation farmer and father. He holds a B.Sc. in agriculture and manages the family owned mixed farm.

During his last term, he worked on the technical and market development committees. He believes in providing factual information to initiate an understanding and to nullify harmful myths. He knows responsible allocation of producer funds is essential. Therefore, Tim's interests focus on restoring market share for Alberta beef as well as capitalizing on all economic export opportunities.

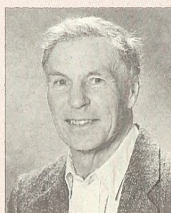
### SITTING DELEGATES



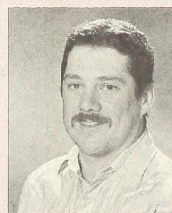
**Tim Andrew**  
Youngstown, 779-2273  
promotion committee



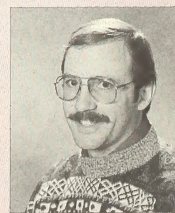
**Ron Bullick**  
Coronation, 578-2192  
producer liaison committee



**Harold Carter**  
Kinsella, 386-2205  
public affairs committee



**Darcy Lockhart**  
Youngstown, 779-2408  
market development committee



**Stratton Peake**  
Finnegan, 566-2287  
public affairs committee





**Alberta  
Cattle  
Commission**

**1993 ANNUAL REPORT**

enhancing the economic well-being of the Alberta cattle producer



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ACC Chairman

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## ADDRESS TO PRODUCERS

This year has been, and continues to be, an exciting time in the cattle business. We have been fortunate to see record high and extremely strong prices sustained for all of 1993. Strength in fed cattle prices (Grade A steer price average \$94.15/cwt for first half of 1993) has translated into an additional \$15-\$30/cwt on feeders and calves this summer and fall, over and above last year's prices. The optimism and good returns are also having a very large impact on the structure of the industry in both Alberta and Canada.

## CONTINUED GROWTH IN ALBERTA

In Alberta we're seeing an expansion of the feeding sector. An additional 100,000 head of pen space, representing a 13-15 per cent increase, brings our feedlot capacity to a onetime total of 850,000 head. This has meant that Alberta now produces more than 67 per cent of the fed cattle kill in Canada up from 35-40 per cent in 1985. Canada will again export more than 1,000,000 head of cattle to the United States with roughly half coming from Alberta. This will likely translate into \$1.7 billion when combined with our meat exports.

There is speculation that our Japanese exports will increase 45 per cent from year ago figures bringing their share close to five per cent of our total exports. Mexico and Korea will also receive significant increases in Canadian beef exports for 1993. Increased trade has had a very positive impact on our prices and supplies. After an 18-20 month period of superb margins, both the backgrounder and feeder can expect

shrinking margins as the breakevens come up because of the demand for calves. We may wait some time before seeing another period as profitable as this one.

## SOLUTION TO TRIPARTITE

In conjunction with the Canadian Cattlemen's Association (CCA) we were instrumental in defending our industry and programs in the face of a section 332 tariff act investigation by the United States. The Americans' attitude towards the National Tripartite Stabilization Program (NTSP), coupled with a mid-term review of the program and our dependence on export markets, reinforced our resolve to get out of the NTSP and move on to the development of options or programs more acceptable in the global trading environment. The ACC along with Alberta Agriculture, led the industry and governments to a national agreement on the elimination of the NTSP. Premium collection ended September 30 with termination by December 31, 1993. The whole exercise has taken a great deal of time and commitment by Len Vogelaar in dealing with the CCA, other provinces' cattle organizations and provincial governments. David Andrews, as the CCA foreign trade chairman, has dealt with the issue at the international level.



**ACC  
Chairman**

**Larry  
Sears**

## SUCCEEDING IN THE GLOBAL MARKET

The ACC assisted the CCA this past spring when it hosted the Canadian International Trade Tribunal (CITT) commissioners and staff touring Alberta studying the competitiveness of our industry compared with both the United States and Mexico. The results of this study certainly document our contention that even with our northerly latitude we are extremely competitive in the North American feeding industry despite programs very beneficial to our American counterparts. This study will be a valuable reference for us in the future.

The CITT also conducted a study to determine injury from excessive levels of boneless and frozen beef imports from Australia and New Zealand. For years the ACC and CCA have been requesting protection from high levels of imported beef diverted north when the United States invokes Voluntary Restraint Agreements under their Meat Import Law. The CITT agreed with us and the government has now imposed a 25 per cent surcharge on volumes exceeding the most recent three year historic level. This is a very important decision for us and Agriculture Minister Charlie Mayer has taken a hardline with the Australians and



### BOARD OF DIRECTORS

(left to right): Harold Carter, Kinsella; Jim Turner, Cochrane; Larry Helland, Lomond; Mabel Hamilton, Innisfail; Arnold Hanson, Viking; Pat Rutledge, Monitor; David Andrews, Brooks; Larry Sears, Stavelly; Ben Thorlakson, Airdrie; Len Vogelaar, Pincher Creek; Bob Balisky, Debolt; Fred van Ingen, Redwater; Gary Creelman, Fairview  
missing: Gary Brown, Stavelly; Karl Schneider, Mannville; Wilbur Stewart, Big Valley



their response to the findings of the CITT. Their challenge to the CITT investigation in our federal court was overturned in September.

## DECIDING THE CHECK-OFF

The most time-consuming and costly challenge this year has been dealing with both Marketing Council and the litigants. While we had been assured at the start of this ordeal that Marketing Council would both continue our Plan and change our regulations when asked to, it became apparent at the end of April they had no intention of doing so. This has resulted in a lot of wasted time, effort and legal costs. As producers and delegates you can imagine how frustrating it is to try to deal within this regulatory process when the agency responsible for our legislation does not comply with the industry's needs.

The whole issue of a vote or plebiscite has gone back and forth with many proposals, too numerous to detail here, but needless to say we insisted on a vote that is credible, neutral and informed. The last aspect is one the litigants generally disagreed with. After reviewing all the evidence filed before the courts in September we had a very strong case and litigant arguments were rejected by the court.

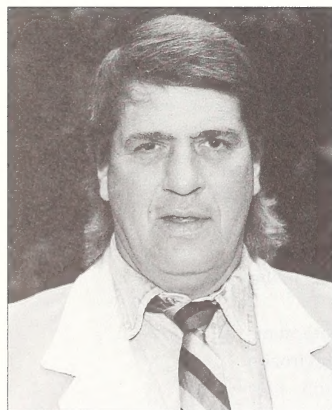
We are pleased that, in consultation with other industry organizations, the basis for a plebiscite has finally been achieved.



**ALBERTA CATTLE COMMISSION STAFF:**  
sitting (left to right): Ron Glaser, Public Affairs Assistant; Marjorie Mann, Research Coordinator; Michael Kuntz, Manager, Operations & Administration; Joanne Lemke, Manager, Public Affairs  
standing (left to right): Marion Jorgensen, Receptionist; Julie Pidhirney, Office Manager; Gary Sargent, General Manager

We hope that the spring plebiscite will resolve the issue once and for all, and we can get on with the job the ACC was set up to do. Bringing the industry together to face the challenges to our business should be a priority but under the present circumstances, it is hard to do. We as an industry will come through this issue and be stronger afterward and I think anyone with foresight will see the need for an effective, well-funded organization to face the challenges ahead.

**Larry Sears, Staveland  
Chairman**



**Cattle  
Industry  
Chairman**

**Gary  
Creelman**

## BUILDING PARTNERSHIPS

The cattle industry committee met early May in conjunction with the Alberta Auction Markets' Association annual convention. All industry groups were in attendance. We were pleased to welcome for the first time, Bob O'Brien, president of the Feeder Associations of Alberta.

Various issues were discussed including problems with the random feedlot brand inspection pilot project, the proposed reinstatement of RCMP livestock investigation officers, the Alberta Livestock Security Program, and the Creating Tomorrow process.

An update on the General Agreement on Tariffs and Trade and the North American Free Trade Agreement was provided by Alberta Agriculture. Len Vogelaar reviewed the alternatives being explored to replace the National Tripartite Stabilization Program. Larry Sears reviewed our plans for a producer vote and revision to the Alberta Cattle Commission Plan.

The committee passed a resolution supporting retention of the Farmers' Advocate office which was forwarded to then Agriculture Minister Isley.

A roundtable discussion revealed what issues each group is concerned with as well as some of their group activities.

I believe the consensus of the group is that the cattle industry committee is a very worthwhile forum for the industry and members look forward to the continuation of the committee.

**Gary Creelman, Fairview  
Cattle Industry Committee Chairman**

*With Representation From:*  
Alberta Auction Markets' Association  
Alberta Canada All Breeds Association  
Alberta Cattle Feeders' Association  
Alberta Milk Producers' Society  
Alberta Milk-Fed Veal Growers' Association  
Feeder Associations of Alberta  
Western Stock Growers' Association



## ACCOMPLISHMENT THROUGH COOPERATION

The last year has been beyond expectations for the Alberta cattle industry. I'm sure that sometime in the near future many of us will reflect on what this year has been pricewise and hope for a repeat.

Alberta cattle numbers could be close to an all-time high and expansion appears to be with us for at least another year and possibly two.

Exports of live cattle and beef are becoming more important than ever. To maintain and expand this market, it is vital that a good working relationship with our trading partners continues. Increased contact with the U.S. National Cattlemen's Association and combined efforts to rectify mutual international trade problems is a priority for the Canadian Cattlemen's Association (CCA).

Environmental issues are also becoming more continental and require a common approach to avoid detrimental impact on the cattle industry in both countries. With a North American free trade agreement a possibility next year, the CCA has initiated relations with Mexican cattle producers.

At the request of the CCA, the Canadian International Trade Tribunal (CITT) conducted an inquiry into the threat of serious injury to Canadian beef producers from imports of boneless beef from countries other than the United States.

The CITT concluded that a threat of serious injury existed and recommended that a tariff be imposed on offshore boneless beef imports in excess of 48,014 tonnes from May 1 to December 31, 1993. The government acted on the recommendation and imposed a 25 per cent tariff. The result was a rapid increase in cow prices.

Environmental and animal care issues are becoming more national and international in scope. The committee reacted in defence of the truth and on behalf of the cattle industry to television programs like *Natural Lies* (CBC), *Farm Pollution* (CTV) and *Images of Cruelty* (CBC).

The CCA is proactively involved with Trout Unlimited Canada and the ACC on a riparian management project. Publications like *Just Facts* received rave reviews at the Four Nations Beef Conference in Australia. The animal health committee continues to work toward the elimination of visual inspection of export slaughter cattle. The practice serves no useful purpose and is an unnecessary cost to cattle feeders. The CCA continues to lobby for a review of bluetongue regulations based on scientific fact. Producers in the Northwest United States have a longstanding grievance with Canada's bluetongue regulations, and a refusal to review based on fact could have serious implications on our beef trade.

The CCA has decided to change its policy on the Wood Buffalo bison to work toward containment instead of eradication. Environmentalists and aboriginals have successfully transferred the issue from a strictly scientific and factual one to a distorted animal rights and native issue.

The government's regulatory review is also starting to focus on "beneficiary pay" proposals. Grading and meat inspection are the ones that will have the largest impact on the beef industry.

It should concern all producers that the government seeks to divest itself from those programs which are accepted by our trading partners, and at the same time continues to spend huge funds on price based support programs.

The large increase in cattle and beef exports, mainly to the United States, was not expected in 1986 when the National Tripartite Stabilization Program (NTSP) was implemented. Exports have increased from four per cent of Canadian production to over 40 per cent. To protect this vital market, the CCA worked hard with provinces and the federal government to reach a national agreement to terminate the NTSP. The industry and government will now focus on developing income based replacement options.

Governments are committed to change all (maybe) agricultural support programs to an income based program by 1998. The CCA will continue to protect and promote the interest of Canadian and Alberta cattle producers.

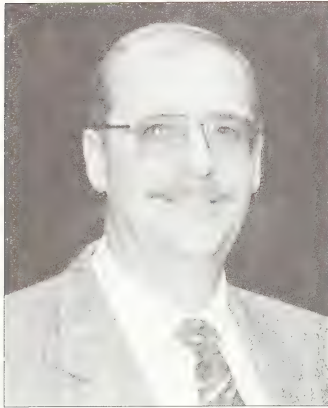


**Alberta's  
Executive  
Director to  
the CCA**

**Len  
Vogelaar**

***Len Vogelaar, Pincher Creek  
Alberta's Executive Director to the CCA***





**Government  
Affairs  
Chairman**

**Larry  
Helland**

## **PROACTIVE POLICY MANAGEMENT**

The committee has organized its activities into two subject areas - resource issues which are mostly related to land use, and policy issues that include support programs, grain policies and tax and credit.

On the issue of price support, there is now national agreement on the elimination of the National Tripartite Stabilization Program. While the program helped to get rid of balkanization in the industry, it is

now apparent that it jeopardizes our trade relationship with the United States. Cattle producers will have to carefully consider what sort of generally available income support program we are prepared to accept in its place.

The debate over the future of the Western Grain Transportation Act is again active following a commitment by the government to change the method of payment of the subsidy. The Alberta Cattle Commission (ACC) has made it clear that any payment must be neutral in terms of what crops are grown and how they are marketed on the Prairies. We also supported the government in its decision to free up the marketing of barley in the North American market.

Following the enactment of the new Environmental Protection and Enhancement Act, the government has opened up the Water Resources Act for a complete overhaul. The ACC is represented on the advisory committee that the government has established on this very important piece of legislation. We are also working on a committee with other livestock organizations to ensure that the regulatory environment governing the siting, construction and management of intensive livestock operations is acceptable to the industry.

The committee also dealt with energy related issues. The oil and gas industry is determined to reduce its costs and two areas that they are focusing on are surface rights and reclamation. We had a number of meetings with the Canadian Association of Petroleum Producers and attempted to identify areas of difference and compromise. As an increasing number of wells and other facilities are decommissioned the issue of reclamation is going to become much more important. In cooperation with the technical committee we are working to establish reclamation criteria and procedures that are acceptable to cattle producers. The Commission is also determined to resist any changes to the Surface Rights Act that will erode the position of landholders.

We are pleased to see that logic has prevailed and that the administration of agricultural leases has been transferred to the Department of Agriculture. However those opposed to this move are continuing to lobby for a reversal of the decision and the Commission will need to remain vigilant. On another land related matter, the committee reviewed the Timber Harvest Guidelines proposed for the Northeast region and also had a representative appointed to the Daishowa Advisory Committee.

Landholders are under increasing pressure from special interest groups who want to use the land for other purposes or put significant restraints on the way in which we use it. This pressure has resulted in a number of initiatives, including Special Places 2000, a proposed permanent easement program by the Nature Conservancy and expanded activity by such groups as Ducks Unlimited. Cattle producers will have to carefully consider how to respond to these pressures in a way that leaves us able to access and manage the land that we use and remain competitive.

We also appreciate the cooperation that we had from Alberta Agriculture and the Farmers' Advocate. We look forward to your questions and suggestions this fall. Our efforts are ongoing and we want to represent producer concerns and interests as thoroughly as possible.

**Larry Helland, Lomond  
Government Affairs Committee Chairman**



# Auditors' Report

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## TO THE DIRECTORS AND ZONE REPRESENTATIVES

We have audited the balance sheet of the Alberta Cattle Commission as at March 31, 1993 and the statements of operations and producers' equity and changes in financial position for the year then ended. These financial statements are the responsibility of the Commission's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Commission as at March 31, 1993 and the results of its operations and the changes in its financial position for the year then ended in accordance with generally accepted accounting principles.

*Peat Marwick Thorne*

Chartered Accountants

Calgary, Canada  
May 5, 1993



# ALBERTA CATTLE COMMISSION

## Balance Sheet

March 31, 1993, with comparative figures for March 31, 1992

	1993	1992
<b>ASSETS</b>		
Current assets:		
Cash and short-term investments	\$2,380,038	\$2,905,707
Fees receivable	520,221	579,903
Interest receivable and other	127,071	162,794
	3,027,330	3,648,404
Capital assets (note 1)	41,240	56,104
	\$3,068,570	\$3,704,508
<b>LIABILITIES AND PRODUCERS' EQUITY</b>		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 166,755	\$ 379,869
Producers' equity (note 2):	2,901,815	3,324,639
Commitments and contingency (note 3)		
	\$3,068,570	\$3,704,508

See accompanying notes to financial statements.

Approved by the Board:



Larry Sears, Director



Pat Rutledge, Director



# ALBERTA CATTLE COMMISSION

## Statement of Operations and Producers' Equity

Year ended March 31, 1993, with comparative figures for the seven months ended March 31, 1992

	1993	1992
Revenue:		
Fees	\$5,448,927	\$3,397,705
Less dealers' rebates	37,794	25,380
	5,411,133	3,372,325
Investment income	181,533	184,428
	\$5,592,666	\$3,556,753
Expenses:		
National promotion and Beef Information Centre	3,359,000	2,034,999
Canadian Cattlemen's Association	326,200	208,370
Board and delegates:		
General meetings	128,517	90,769
Board meetings	72,065	46,119
Executive committee	58,666	29,981
Zone	49,432	27,071
Elections	41,518	47,813
Committee expenses:		
Technical committee	459,954	384,813
Producer liaison committee	295,856	234,257
Promotion committee	214,360	160,173
Market development committee	209,423	71,909
Public affairs committee	59,631	15,218
Government affairs committee	40,318	33,646
Cattle industry committee	1,349	889
Operations, administration and project management	475,747	281,738
Legal and audit	193,562	46,881
Special projects	-	4,681
Depreciation of capital assets	29,892	18,309
	\$6,015,490	\$3,737,636
Excess of expenses over revenue	(422,824)	(180,883)
Producers' equity, beginning of period	\$3,324,639	\$3,505,522
Producers' equity, end of period	\$2,901,815	\$3,324,639

See accompanying notes to financial statements.



# ALBERTA CATTLE COMMISSION

## Statement of Changes in Financial Position

Year ended March 31, 1993, with comparative figures for the seven months ended March 31, 1992

	1993	1992
Cash provided by (used in):		
Operations:		
Excess of expenses over revenue	\$ (422,824)	\$ (180,883)
Add items not involving cash:		
Depreciation of capital assets	29,892	18,309
Provision on note receivable	-	4,000
	(392,932)	(158,574)
Change in non-cash working capital	(117,709)	(148,815)
	(510,641)	(307,389)
Investment:		
Additions to capital assets, net of proceeds on disposal	(15,028)	(20,753)
Decrease in cash position	(525,669)	(328,142)
Cash position, beginning of period	2,905,707	3,233,849
Cash position, end of period	\$2,380,038	\$2,905,707
Cash position consisted of:		
Cash	\$ 176,129	\$ 305,939
Treasury bills	-	501,683
Government bonds	2,203,909	2,098,085
	\$2,380,038	\$2,905,707

See accompanying notes to financial statements.



# ALBERTA CATTLE COMMISSION

Notes to Financial Statements  
Year ended March 31, 1993

General:

The Alberta Cattle Commission operates under the regulations of the Marketing of Agriculture Products Act of the Province of Alberta for the purpose of improving the economic well-being of the cattle industry in Alberta. Under the regulations of the act, the Commission is entitled to levy a service charge on cattle marketed in the Province of Alberta. The service charge allowed for the current period was \$1.50 per head. This service charge is deducted from the proceeds payable to the seller and is remitted to the Commission by each licenced livestock dealer.

1. Capital assets:

			1993	1992
	Cost	Accumulated depreciation	Net book value	Net book value
Computer equipment	\$36,516	\$25,239	\$11,277	\$21,108
Furniture and fixtures	69,824	39,861	29,963	34,996
	\$106,340	\$65,100	\$41,240	\$56,104

Capital assets are stated at cost. Depreciation is provided on the straight-line basis using the following annual rates:

Asset	Rate
Computer equipment	33-1/3%
Furniture and fixtures	20%

2. Producers' equity:

During the year the Commission consolidated the National Promotion Reserve, Provincial Promotion Reserve, Canadian Cattlemen's Association Reserve and Operations and Project Surplus.

The consolidation was approved by the Board of Directors.

3. Commitments and contingency:

(a) The Commission leases office space and equipment under leases which expire at varying times over the next five years. The future minimum lease payments for each of the next five years are as follows:

1993 - 1994	\$ 58,882
1994 - 1995	41,600
1995 - 1996	23,300
1996 - 1997	23,300
1997 - 1998	21,300
	\$168,382

(b) A legal action against the Commission is scheduled for trial in September of 1993 to determine whether the Commission has the authority to collect its service charge on cattle marketed. If the Court rules against the Commission further proceedings will result. The particulars of these further proceedings and the potential impact on the Commission cannot be determined at this time. This action is being defended jointly by the Commission and the Province of Alberta.

4. Comparative figures:

Certain comparative figures have been reclassified to conform with the current year's presentation.



# ALBERTA CATTLE COMMISSION

## Operations Budget

	Proposed 1994/95 Budget		dollars per head	Current 1993/94 Budget	1992/93 Actual
Revenue:					
Fees	\$5,400,000	1	1.50	\$4,950,000	\$5,578,229
Less:					
Dealer's rebate	(36,000)	2	(0.01)	(33,000)	(37,794)
Promotion levy rebates on export cattle	(150,000)	3	(0.04)	(100,000)	(129,302)
	5,214,000		1.45	4,817,000	5,411,133
Investment income	100,000	4	0.03	93,931	181,533
Total revenue	\$5,314,000		1.48	\$4,910,931	\$5,592,666
Expenses:					
National promotion and Beef Information Centre	\$2,670,000	5	0.74	\$2,670,000	\$3,359,000
Canadian Cattlemen's Association	378,800	6	0.11	351,400	326,200
Board and delegate:					
General meetings	130,000		0.04	125,000	128,517
Board meetings	73,500		0.02	73,500	72,065
Executive committee	50,000		0.01	50,000	58,666
Zone	46,050	7	0.01	47,750	49,432
Elections	46,000		0.01	46,000	41,518
Committee expenses:					
Technical committee	490,000	8	0.14	426,000	459,954
Producer liaison committee	298,200	9	0.08	235,750	295,856
Promotion committee	204,500		0.06	204,620	214,360
Market development committee	185,000		0.05	185,000	209,423
Public affairs committee	25,000		0.01	25,000	59,637
Government affairs committee	35,000		0.01	35,000	40,318
Cattle industry committee	2,000		0.00	2,000	1,349
Operations, administration and project management	502,300	10	0.14	492,024	475,747
Legal and audit	88,500	11	0.02	89,000	193,562
Depreciation of capital assets	21,000		0.01	25,000	29,892
Total expenses	\$5,245,850		1.46	\$5,083,044	\$6,015,496
Reduction in producers' equity	(68,150)		(0.02)	172,113	422,827
Producers equity (beginning of period)	2,729,702			2,901,815	3,324,633
Producers equity (end of period)	\$2,797,852			\$2,729,702	\$2,901,815
Marketings	3,600,000			3,300,000	3,718,827

## CAPITAL BUDGET

Computer equipment	\$15,000	0.42	\$15,000	\$5,690
Furniture and fixtures	10,000	0.28	6,000	9,333
	\$25,000	0.69	\$21,000	\$15,023



# ALBERTA CATTLE COMMISSION

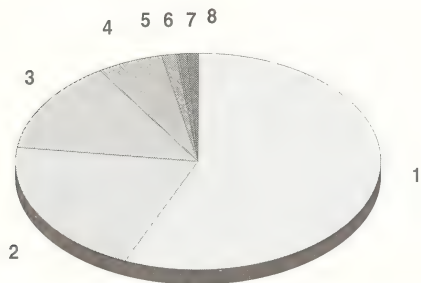
## Notes to the Budget

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1. The increase in fee revenue over the 1993/94 budget is the result of a projected increase in marketings from 3,300,000 to 3,600,000 head. The current year's projection is based on the 1992/1993 experience and the continued growth in the cattle industry.
2. The ACC allows livestock dealers and auction markets to deduct one cent per head as compensation for collecting and remitting the check-off.
3. The ACC offers to rebate one dollar per head to producers exporting cattle to the United States. This rebate is only available to those who have paid both the mandatory U.S. and Alberta check-offs.
4. The budgeted investment income is similar to the 1993/94 budget. The income is lower than the 1992/93 actual as a result of less money available to invest and lower interest rates.
5. The Beef Information Centre (BIC) is the division of the Canadian Cattlemen's Association (CCA) whose mandate is the promotion of beef within the domestic market. The 1992/93 expense included a \$300,000 payment towards Alberta's special contribution of \$500,000 for the BIC's Olympic advertising program.
6. Alberta's membership assessment for the CCA is increasing due to a change in CCA's method of calculating assessments, the continued growth in Alberta beef cattle production and our resulting larger share of the Canadian industry. Membership assessments will now be based on the prior year's provincial cash receipts from cattle sales rather than a moving three year average.
7. The zone budget covers the costs associated with local zone activities. This includes zone committee and producer meetings and costs of local functions organized by the zone committee.
8. The 1994/95 technical committee budget increases the amount allocated to fund research projects to \$450,000, the amount approved by delegates at the 1991 annual general meeting. The budgets for research projects in 1993/94 and 1992/93 were \$400,000 and \$450,000 respectively.
9. The increase in the producer liaison committee's budget for 1994/95 is the result of the decision to go from six issues of the *Grass Routes* newsletter to nine issues.
10. The increase in office and administration costs mainly result from a change in office leasing arrangements. With the renewal of the Calgary office lease in July 1994, the ACC will reduce its total lease commitment and no longer have tenants that were charged a rate which was greater than the cost to ACC, thus increasing the net cost.
11. The legal and audit budget for 1994/95 includes the cost of updating the ACC's marketing plan and regulations (\$45,000), the annual financial audit (\$8,500) plus costs to conduct audits of dealers and markets to ensure equity in check-off collection (\$35,000). No budget has been proposed for any costs that could be associated with the court challenge to the ACC check-off.

# Beef Information Centre and Canadian Cattlemen's Association Budgets 1993 - 1994

## Beef Information Centre Budget



### Revenues

1. Alberta	\$2,670,000	56.6%
2. Ontario	975,000	20.6%
3. Saskatchewan	650,000	13.8%
4. British Columbia	275,000	5.8%
5. Manitoba	60,000	1.3%
6. Maritimes	10,000	0.2%
7. Breed associations	34,500	0.7%
8. Interest and rebates	48,100	1.0%

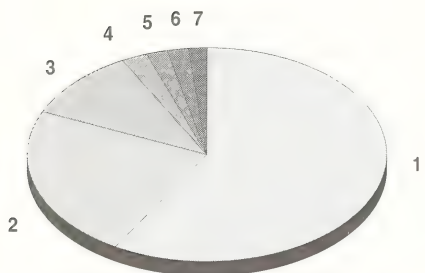
\$4,722,600

### Expenses

1. Advertising	\$3,050,000	58.6%
2. Administration	1,204,300	23.1%
3. Product promotion	550,000	10.6%
4. Nutrition and health	120,000	2.3%
5. Public relations	100,000	1.9%
6. Consumer education	100,000	1.9%
7. Industry information and liaison	85,000	1.6%

\$5,209,300

Expenses over revenue (\$486,700)



## Canadian Cattlemen's Association Budget

### Revenues

#### Provincial assessments

1. Alberta	\$337,800	37.2%
2. Ontario	203,200	22.4%
3. Saskatchewan	138,600	15.2%
4. Manitoba	67,000	7.4%
5. B.C.	44,200	4.9%
6. Maritimes	15,900	1.7%
7. Convention	63,000	6.9%
8. Interest	10,900	1.2%
9. Other	28,300	3.1%

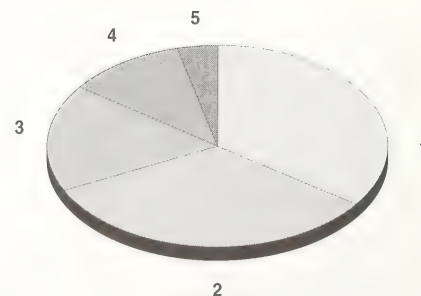
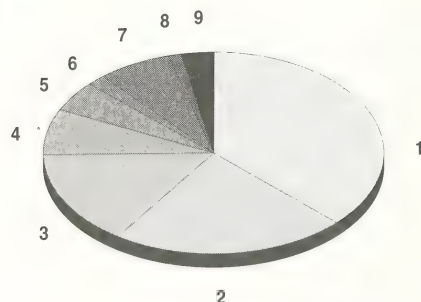
\$908,900

### Expenses

1. Remuneration	\$312,500	34.9%
2. Operations	296,400	33.0%
3. Travel	154,100	17.2%
4. Environment	100,000	11.1%
5. Miscellaneous	34,500	3.8%

\$897,500

Revenue over expenses \$11,400





## NEW MARKET OPPORTUNITIES

Markets and market forces are in a continual process of change. In order to focus our efforts, the Alberta Cattle Commission (ACC) market development committee has undertaken a review of our mandate and activities. Our main objective was to determine the role of the ACC and how it can effectively and efficiently operate within industry conditions. The committee conducted this strategic renewal process early in 1993. Our discussions covered topics dealing with consumer and industry trends, market situations, and involved retailers, packers, processors and producers.

As a result of these discussions, the market development committee is looking at a considerable shift in emphasis. Direct funding of retail promotions will be replaced by a role of liaison and facilitation leading to development of ways to exploit new market segments.

Our specific plans to reach this goal will be developed in a two stage process occurring over the next two years. First we wish to identify the factors, technologies and processes which affect consistency and tenderness, and ultimately improve the predictability of product to consumers. Second, by identifying the parameters for consistency and tenderness, and utilizing existing technologies, testing can be developed to merchandise and market products.

In terms of committee efforts to look at a branded beef product (differentiated product), we examined this possibility through a process developed by ICAST - International Center for Agricultural Scientific Technologies. We found that the challenges for this undertaking are very large and complex.

A major portion of the market development budget is allocated to the Canada Beef Export Federation (CBEF). CBEF was established in 1989 and has a growing membership of over 55 companies, organizations and institutions. Its mandate is to develop markets for Canadian beef in Japan and Southeast Asia.

Canada exports 27 per cent of its net production. These export markets now set the floor and ceiling prices for cattle and beef in Canada. Over 95 per cent of 1992 beef exports were to the United States. The North American market is a volatile one. The development of Asia as a third export client will significantly decrease our industry risk while at the same time providing new demands, growth and prosperity. It will allow our industry to effectively shift sales to the market with the greatest return.

In the later part of this fiscal year, CBEF developed and conducted a targeted beef awareness study tour. This project involved selecting seven Japanese beef industry executives and introducing them to our entire Canadian beef industry. The major objective of

this awareness mission was to showcase our industry - specifically the relative merit of Canadian beef, our grading and inspection capabilities and the availability of our processed beef products. It allowed our exporters to further understand cross cultural business issues, buyers' needs and international marketing.

The mission provided dialogue and interaction between both potential exporter and importer. Our processors were advised that they must become more export driven or focused, and with the Japanese retail beef trade moving more towards fresh product it is necessary for Canadian processors to move from a 45 day shelf life to 60 days. Our guests were impressed with our industry and business was generated.

CBEF's efforts have developed more market access in the priority markets of Japan, Korea and Taiwan by having our grading system registered in these countries. Both Korea and Taiwan have accepted Canadian beef as a high quality product allowing market entry and reducing tariffs. Tariffs in Japan are at the 50 per cent level and continue to decline. Exports to Japan in 1993 are up 45 per cent. These breakthroughs do not happen on their own.

CBEF is almost four years into a 20 year market development commitment. Our relationships are beginning to mature and the fruits of our labor are now beginning to blossom. As our efforts continue we can look forward to our beef sales continuing to climb.



**Market  
Development  
Chairman**

**Gary  
Brown**

**Gary Brown, Staveland  
Market Development Committee Chairman**



**Producer  
Liaison  
Chairman**

**Arnold  
Hanson**

## STRENGTH FROM THE GROUND UP

Our committee began its work last January by focusing on the Alberta Cattle Commission (ACC) slogan, *Strength from the Ground Up*. Producer awareness of industry trends, consumer needs and the international trading climate translates into knowledge. A sound knowledge base becomes a strength as we cattle producers meet the challenge of the '90s marketplace. The producer liaison committee set a goal for the year of increased and

more in-depth contact with cattle producers regarding ACC activities.

The *Grass Routes* publication has been revised to include more industry related information and frequency has been increased. The mailing list has again been updated to be as current as possible. We would appreciate hearing from producers who do not receive a copy of our newsletter or those getting duplicates. Attention was paid to ACC bulletin boards found at nearly all livestock auction markets with repairs and replacements made as needed. We are pleased to meet the increasing requests for buyer cards that ACC supplies to livestock buyers at the marts. The Environmental Stewardship Award program is now in its second year. Congratulations again to the first recipient, Francis Gardner. This year's award winner

will be announced at the annual general meeting this December in Edmonton. The committee is also maintaining its Rural Crime Watch and market information programs.

Exercise your democratic right and attend an ACC fall election meeting. While at the meeting, you'll be viewing a slide/tape presentation that highlights the provincial, national and international activities of your cattle producer organization. You may have seen another slide show presented at fairs and meetings throughout this spring and summer emphasizing consumer trends, beef promotion activities and current industry happenings.

By and far the most important reason to come out to your local fall election meeting is to meet your nominees for zone delegates. This year we are proud to have 56 names stand for the 45 vacant positions. As a result, there will be elections in six of the nine zones. The record number of producers willing to run as delegates is one sign of the increased interest amongst producers to have their concerns dealt with and their needs met. This kind of interest helps build on the strength referred to earlier. The producer liaison committee invites and welcomes every producer to a fall meeting - help make the job of serving you easier.

Thanks to members of the producer liaison committee for their ideas, interest and participation. It has been a productive year.

**Arnold Hanson, Viking  
Producer Liaison Committee Chairman**

## CREATING BEEF DEMAND

Nothing else is BEEF! Music to producers' ears and consumers too, we hope.

The Beef Information Centre's (BIC) tremendous partnership with Mark Tewksbury ends December 31. It is a natural progression to move on to new people, however Mark will long be remembered for his magic!

Because of our Winter Olympic involvement, the signing of Isabelle Brasseur and Lloyd Eisler is very exciting. This world champion figure skating pair are expected to win a medal at Lillehammer. The exciting part of this connection is that petite Isabelle will assure females you do not have to resemble a hulk to eat beef!

A new print ad featuring Isabelle and Lloyd was developed and will appear in *MacLean's*, *Chatelaine*, *Readers' Digest* and *Modern Women* magazines.

In order to receive maximum use of our Olympic sponsorship two exciting projects are underway. A national beef recipe contest was planned with the grand prize winner receiving a trip to the Winter

Olympics. The theme of the contest is favorite beef recipes to feed your up and coming Olympic hopefuls. The exciting part was securing a partnership with the Dini Petty show. Entry forms and promotional material will be featured in over 1,900 supermarkets Canada wide. Three recipes per week are being featured on Dini Petty with celebrity guests choosing gold, silver and bronze winners. This contest gives us national exposure for six weeks, providing excellent opportunities to convey beef's nutritional and convenience benefits.

Last year's Olympic recipe pamphlet was a big success. A similar recipe booklet is planned for this year with the theme again being quick and easy - healthful recipes. The booklet will be featured in BIC's January/February retail program, the January and February issues of *Modern Woman* and *MacLean's* magazines.

We are working with a number of partners in several different project areas to achieve common goals and reduce costs.

In the nutrition area, we are developing a resource



for health professionals and educators to demonstrate the sources of hidden fats in the diet. This is being partnered with Canada Pork and the Canadian Meat Council.

In the public relations area, we are working with the Dairy Bureau, Canada Pork, Canadian Animal Health Institute, Agriculture Canada and Crop Protection Institute of Canada on a series of monthly news releases that will cover a variety of issues from nutrition to food safety to the environment.

Foodservice partnerships are the norm. We are currently working with Holiday Inns, Dana Hospitality, Canada Catering, Maple Leaf Foods and Catelli on a variety of foodservice promotions.

This year represents the BIC's 20th anniversary. Because of dedicated committee members and diligent staff, our third decade is off to a great start.

The Alberta promotion committee is a very cohesive group with many projects on the go.

As reported before, the *Beef in the Classroom* pilot project was a real success. Being able to teach high school students about the benefits of beef is a tremendous opportunity. The committee agreed that the *Beef in the Classroom* program will be held in the Edmonton area in the '94/95 school year. The program will then be extended to smaller urban areas such as Lethbridge, Grande Prairie, Red Deer and Medicine Hat in the '95/96 school year.

The committee very carefully evaluated the provincial retail program where your ACC promotion

representatives approached their local meat manager with beef promotion materials. We blanketed 140 grocery stores across Alberta outside of Edmonton and Calgary which are covered by the BIC retail program. The concept of encouraging meat managers to showcase our product remains positive. However, there were some concerns - poor response from some retailers not using materials and some problems with delegate follow up. The jolting reality however was that many meat managers are not committed to promoting our product. Also some of the information they are communicating to consumers is not positive. Therefore the committee felt the program needed to be continued with some modifications and finetuning.

The Canada Winter Games will be at Grande Prairie in 1995. The committee is investigating beef promotion at the Games.

To be more focused in our meeting mandate, the committee has decided to limit sponsorship on individual, one-time events. The committee has also agreed to continue to have large amounts of promotional material available.



**Promotion  
Chairman**

**Mabel  
Hamilton**

**Mabel Hamilton, Innisfail  
Promotion Committee Chairman**

## VOLUNTEERS TELL OUR STORY

The success of the Classroom Agriculture Program (CAP) continues to astound. CAP has grown steadily since its inception in 1986 but the increase from 975 to 1,100 classrooms in the past year was tremendous. Over 500 volunteers presented more than 30,000 booklets to teachers and grade four students during Agriculture Week in March.

Volunteers bring their agricultural experiences as well as props including by-products, equipment and live animals into classrooms to teach the students about agriculture.

The theme for 1993 was PARTNERS and the volunteers stressed the importance of the interdependence between farmers and ranchers and their partners in other businesses such as truckers, bankers, veterinarians, scientists and accountants. The students are taught that farming and ranching is a high

tech operation requiring skilled owners and managers.

With each new successful year, the commodity groups supporting CAP continue to increase as well! Each new commodity group broadens the students' understanding of agriculture and helps keep costs in line.

It is important that we teach our future consumers (and their parents by way of leave behind material) about the agriculture industry in a positive manner. Our volunteers keep the Classroom Agriculture Program strong - a proactive move for all of agriculture! Consider that the 1994 program will push the total of students reached over the 200,000 mark. Should you wish to volunteer for CAP please contact Elaine Deeg at the Alberta Cattle Commission office.

**Judy Fenton, Irma  
CAP Committee Chairman**

## LOCAL PROMOTION BOOSTS BEEF'S PROFILE

The past year has been active for the volunteers of the Beef Education Association.

During the year our coordinators conducted several cooking demonstrations and many seminars to small consumer groups concerning the nutritional value of beef.

During environment and nutrition weeks our displays were all booked. Through the rest of the year we attended as many large and small trade shows and

fairs (over 50!) as time and energy permitted. At the large trade shows we enlist the help of as many ACC zone delegates as possible. This provides excellent producer liaison opportunities.

As always our coordinators were heavily involved with organizing the Classroom Agriculture Program in their zones and active as volunteers for the program.

We did all of this and stayed within budget too! I think we had a very successful year.

**Janet Cordes, Rolling Hills**  
**Beef Education Association President**



**Public  
Affairs  
Chairman**

**Karl  
Schneider**

## PRESENTING A POSITIVE IMAGE

The public affairs committee's mandate of monitoring the public's perception of our industry, as well as keeping close tab on animal rights activist groups occupied our time during the past year.

The committee takes pride in having a leading role in the establishment of AFAC, the Alberta Foundation for Animal Care. Committee member Randy Archibald is AFAC's first chairman.

The foundation, which is financed by a number of commodity groups, has the following goals:

- to encourage producer groups to develop, promote and enforce their own codes of practice,
- to engage in education and information programs relating to animal care,
- to monitor and participate in issues and legislation that affect animal care,
- to develop, collect and distribute pertinent and credible information and materials relating to animal care,
- and to encourage relevant research in animal care.

A very successful media tour was held in the Calgary area resulting in excellent publicity. The committee is grateful to the Gardner and Dayment families for hosting the tour. Similar tours are being planned for other areas of the province.

The joint Alberta Cattle Commission/Trout Unlimited Canada stream protection program is well underway. On August 27 a very successful workshop entitled *Cows and Fish - Conflict or Cooperation* was held at Blairmore, with 168 people attending. The project may well have started a whole new concept of recognizing problems and concerns, and cooperatively addressing these issues.

*Just Facts* has been reprinted and is available to anyone who needs concise and factual information about our industry.

The Kananaskis Country interpretive sign is about to be completed and will also contribute to a better understanding of the beneficial role that livestock grazing plays in the eastern slope area.

I thank the public affairs committee for the positive way in which they addressed the issues during the past year, and urge not only the committee, but each and every cattle producer out there, to continue to work on a better understanding with the public, so that our industry may continue to do what it does best: produce the best beef in the world.

**Karl Schneider, Mannville**  
**Public Affairs Committee Chairman**



## FINDING THE COMPETITIVE EDGE

Alberta Cattle Commission (ACC) research is the result of practical cattle producers wanting to stay ahead of our competitors inside and outside of Canada. Cattle producers have realized that even if we do not initiate and direct quality research, our competitors surely will.

To ensure that the best possible research results are obtained, members of the technical committee attended an International Centre for Agricultural Science and Technology workshop in Calgary. The workshop made us aware of the tools needed to look beyond the initial research, follow it through from the inception of an idea to a fully developed technology and most important, transfer it as technology to cattle producers. It is such maturing of the research component of the technical committee that we believe will pay big dividends down the line.

Over the year we have had extensive discussions with the research community to communicate cattle producers' research priorities. We have attended or had input into five major research planning meetings at both the federal and provincial levels. We continue to fund research projects. Funded projects are outlined in the next column. Members of the technical committee will be happy to discuss progress on the projects with you.

Under veterinary issues, there have been six outbreaks of Anthrax in the last three years, mostly in the Athabasca, Wandering River and Boyle areas. Outbreaks have been caused by warm, moist weather conditions after dry spells.

Although it is not common practice in Canada, areas with continual outbreaks vaccinate for Anthrax. This is an option that producers in the outbreak area may wish to discuss with their veterinarian.

Currently, animals affected by Anthrax are disposed of and the remainder of the herd is vaccinated during the outbreak and the following spring. Vaccination costs and compensation of up to \$500 per head are paid by Agriculture Canada.

The majority of work on veterinary issues has been done at the federal level. The ACC has been capably represented by ACC Vice-Chairman Ben Thorlakson. As chairman of the Canadian Cattlemen's Association animal health committee, Ben sits on the national import advisory committee and co-chairs the Canada-U.S. animal health committee which is now reviewing import regulations on Bluetongue, Brucellosis and Anaplasmosis.

**Fred van Ingen, Redwater  
Technical Committee Chairman**

## ACC FUNDED RESEARCH PROJECTS

### 1992-93

1. Ultrasound image enhancement technology and bovine genetics in development of beef for domestic and export markets. Dave Bailey, Agriculture Canada Research Station, Lethbridge (\$31,660)
2. Development of an alternate branding technique for beef cattle. Joe Stookey, Western College of Veterinary Medicine (\$33,946)
3. Methods to improve detection and prognosis of infections in cattle. Manuel Campos, VIDO (\$36,220)
4. Impact of the petrochemical industry on cattle production. Bob Coppock, Alberta Environmental Centre, Vegreville and Udo Weyer, WDA Consulting, Calgary (\$81,500)
5. Optimization of display ready packaging of beef cuts for domestic and export markets. Les Jeremiah, Agriculture Canada Research Station, Lacombe (\$105,050)
6. Effects of extended storage on purge losses in wholesale and retail beef cuts. Fred Wolfe and Zenia Hawrysh, University of Alberta (\$25,875)
7. Microbial safety and acceptability of extended storage life of retail cuts of meat. Mike Stiles, University of Alberta (\$18,150)
8. Investigation of early post-mortem tenderization. Jennifer Aalhus, Agriculture Canada Research Station, Lacombe (\$41,672)
9. Vascular infusion to control shrinkage, chilling and quality of beef. Steve Morgan-Jones, Agriculture Canada Research Station, Lacombe (\$24,600)

### 1993-94

1. Development of an alternate branding technique for beef cattle. Joe Stookey, Western College of Veterinary Medicine (\$19,855)
2. Methods to improve detection and prognosis of infections in cattle. Dale Godson, VIDO (\$38,600)
3. Ultrasound image enhancement technology and bovine genetics in the development of beef for domestic and export markets. Dave Bailey, Agriculture Canada Research Station, Lethbridge (\$33,700)
4. Practical assessment of electronic identification in the use of beef cattle production. Don Milligan, Alberta Agriculture, Airdrie (\$5,000)
5. Vascular infusion to control shrinkage, chilling and quality of beef. Steve Morgan-Jones, Agriculture Canada Research Station, Lacombe (\$26,759)
6. Investigation of early post-mortem tenderization in beef cattle. Jennifer Aalhus, Agriculture Canada Research Station, Lacombe (\$43,065)
7. Predicting beef tenderness early post-mortem. Jennifer Aalhus, Agriculture Canada Research Station, Lacombe (\$3,850)
8. Beef carcass meat yield study. Steve Morgan-Jones, Agriculture Canada Research Station, Lacombe (\$24,200)



**Technical  
Chairman**

**Fred  
van Ingen**

enhancing the economic well-being of the Alberta cattle producer



**Alberta  
Cattle  
Commission**

216, 6715 - 8th Street N.E.  
Calgary, Alberta  
T2E 7H7  
Phone: 275-4400  
Fax: 274-0007

**Strength**  
*from the*  
**ground**  
**up.**



## ZONE 5

*Zone 5 Includes: County of Stettler No. 6, County of Lacombe No. 14, County of Red Deer No. 23, M.D. of Starland No. 47, M.D. of Kneehill No. 48, M.D. of Clearwater No. 99, M.D. No. 7*

## CANDIDATES

**Charles Boulding** runs a cow/calf and backgrounding operation at **Red Deer**. He was previously involved with the ACC during the early eighties, and has been a director of the Western Stock Growers' Association. During the past two years, he was on the ACC promotion and government affairs committees.

**Des Carney** and his brother run a cattle operation near **Three Hills**. He was previously involved with the ACC and held positions on the boards of the ACC and CCA. Des says, "I believe the check-off should remain non-refundable but that the ACC needs to concentrate its efforts to ensure that the funds collected are handled in an open and democratic manner for the benefit of the whole cattle industry in Alberta."

**Greg Conn** runs a cow/calf and backgrounding operation near **Innisfail**. He has been on the Innisfail Co-op board of directors, as well as a director and president of the Raven Feeders' Association. Greg has always agreed with the ACC and what it does in every aspect. He is interested in protecting existing markets and expanding markets for Alberta beef, both within Canada and throughout the world.

**Don Curtice** and family of **Innisfail** run a third generation feedlot operation with a 400 head bull test facility. He believes change or progress should be done by working as a member, not as a protester. "This produces the most efficient process of improving the business we have chosen to be our livelihood," says Don. He's running for a second term.

**Margaret Jensen** and her husband have a cow/calf

operation near **Tees**. She was a delegate for four years serving as producer liaison chairman and zone chairman. Margaret has a strong desire to see the communication channels between producers and their organization improve so that information is accessible, factual and current.

**Clyde Lynn** and his family operate a 200 head cow/calf and finishing operation near **Rocky Mountain House**. Clyde previously served as a delegate to the ACC from 1978-1984 and was primarily interested in land use issues. Clyde feels that we need a strong and united voice for the cattle industry and welcomes the opportunity to help make the ACC that voice. He thinks that "it is time to quit arguing with ourselves and get involved and make the ACC an organization we all can be proud of".

**Doug Price** has a feedlot and cow/calf operation near **Acme**. His first term with the ACC was on the market development committee. Doug feels doing a good job of marketing is more of a focal point for the cattle industry. He says, "We need to continue to have a strong ACC with equal producer representation to address the many issues facing the industry."

**Dean Wolf** has resided in zone five for 11 years and has always been involved in the livestock industry. He runs an 100 head cow/calf operation and produces commercial hay and some seed grain in the **Linden** area. Dean also operates an auction market in Acme doing farm and miscellaneous sales. He previously worked for Alberta Agriculture for seven years. Dean would like to be able to provide new and fresh ideas to the cattle industry through the ACC.

## SITTING DELEGATES



**Mabel Hamilton**  
Innisfail, 224-2380

promotion committee  
chairman



**Don Herzog**  
Delia, 364-2104

producer liaison  
committee



**Clinton Stankieveh**  
Trochu, 442-2113

public affairs committee



**Wilbur Stewart**  
Big Valley, 876-2784

government affairs  
committee



**Dale Wilson**  
Rosedale, 823-4856

public affairs committee



**Zone 6 Includes:** County of Ponoka No. 3, County of Beaver No. 9, County of Wetaskiwin No. 10, County of Strathcona No. 20, County of Camrose No. 22, County of Leduc No. 25, County of Parkland No. 31, I.D. No. 13, M.D. No. 77, City of Edmonton

## ELECTED BY ACCLAMATION

**Randy Archibald** operates a fourth generation family farm south of **Rosalind** on the Battle River.

Randy is also owner manager of the Battle River All Breeds Bull Test. He is currently ACC's representative and chairman of the Alberta Foundation for Animal Care. Randy is a past director of the ACC and is currently seeking a fifth term. Randy's interests are consumer education and animal welfare.

**Grant Bailey** operates a mixed cattle (cow/calf) and grain operation in the **Camrose** area. Grant considers beef marketing and promotion essential to the health of the industry and wants to help the ACC continue its good work in these areas. He says the Beef Information Centre "is a must".

**Arnold Hanson of Viking** has a cow/calf and backgrounding operation. His farm related interests have lead to involvement with the local agriculture society, and as president of the Viking fair board.

Arnold feels the ACC has a major role in the industry because of the need for a strong cattle organization to promote Alberta beef globally. Arnold is currently chairman of the producer liaison committee.

**Marvin Molzan** has been operating the family farm near **Leduc** since 1969. Marvin farms just under 1,000 acres of grain and hay as well as milking 40-50 dairy cows and running 60 beef cows which is an expanding part of the operation.

Marvin has served on a number of dairy boards as a director: Edmonton Milk Producers' Association, Alberta Dairy Products Promotion Board and Alberta Dairy Association (president 1989). He also served on the Rural Fire Co-op Community Association and church council. From 1989-1992 he was county councilor and school trustee. Currently Marvin is chairman of the Leduc-Nisku Economic Development marketing committee. In April of 1993 he represented Leduc-Nisku on an international trade mission to China and Hong Kong.

Marvin says, "As I am expanding my cattle operation, I would like to take a more active role in the beef industry in Alberta."

**Jay Paulson of Sherwood Park** has been involved in all aspects of the cattle industry. He currently is an order buyer in northern Alberta and maintains a cow herd, backgrounding and finishing operation.

Jay says, "One of my biggest concerns is promoting beef to a greater extent to combat animal rights activists and vegetarians. The key is through educating the public as to the healthfulness and safety of beef."

## SITTING DELEGATES



**Henry Elzinga**  
Sherwood Park, 922-2956

market development  
committee



**Elwyn Grattidge**  
Camrose, 672-4564

producer liaison  
committee



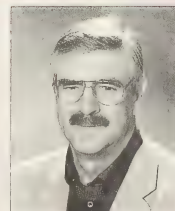
**Greg Ruzicka**  
Viking, 336-2224

technical committee



**Leo Suchy**  
Holden, 688-2141

public affairs committee



**Dave Willows**  
Winfield, 682-2335

promotion committee





# ZONE 7

*Zone 7 Includes: County of Thorhild No. 7, County of Barrhead No. 11, County of Athabasca No. 12, County of Lac St. Anne No. 28, M.D. of Sturgeon No. 90, M.D. of Westlock No. 92, I.D. No. 12, I.D. No. 14, I.D. No. 15, and that area of I.D. No. 17 that lies east of range 9, west of the 5th meridian and south of township 85*

## CANDIDATES

**Mike Cook** of **Westlock** has a cow/calf operation of 150 pairs with an 100 sow farrow into finish operation. Mike has served on the board of directors of the Sang Lake Grazing Reserve for the last five years.

**Joe Dobyanski** runs a cow/calf, background and feeder operation near **Dapp** with his wife and family. He's also involved with the Westlock Feeders Association and is an auctioneer for a livestock auction mart. Joe has served two years on the ACC with the technical and market development committees.

Joe says, "I would be very willing to serve for another term and to do the best I can for our industry."

**Dale Hilliard's** hobby of raising a few cattle in the late 1970s gradually evolved into a full time cow/calf and grain operation near **Westlock**. He hopes to not only further the humane raising and handling of cattle, but also to relate this to the public.

**Andrew Kapicki** and his family operate a registered Red Angus cow/calf operation near **Gibbons**. Their emphasis has been to continually improve the quality of beef cattle.

He has been involved in 4-H beef projects with his daughters for over 10 years and still supports the 4-H program. Andrew has been involved with various community organizations during the past 20 years.

Andrew feels that his past experience will enable him to contribute substantially to the ACC's various programs.

**Murray Kerik** and family have a commercial cow/calf and purebred Black Angus operation near **Flatbush**. He has served on the Commission for two years.

"The technical committee has done research that could have very positive impacts on the industry. I wish to continue for another term to see the conclusion of some of the projects."

"As I see it, the purpose of the ACC is to protect and enhance the beef industry. I would appreciate the chance to help wherever I can."

**Lyle Keyes** operates a cow/calf and backgrounding farm at **Carrot Creek**. He has been on the ACC producer liaison committee for the past two years. Lyle joined the ACC to get involved in the cattle industry and has found it very interesting. He hopes to continue for another term.

**Ken Sauter** runs a cow/calf and feeder operation with his family and brother in the **Flatbush** area.

He says, "I feel the ACC is a very necessary body for all cattle producers in Alberta, be they beef or dairy. I would very much appreciate the chance to do anything I could to help my fellow producers."

## SITTING DELEGATES



NO PHOTO  
AVAILABLE

**Andy Kremeniuk**  
Evansburg, 727-3554

government affairs  
committee



**Barbara Kwasney**  
Athabasca, 675-4632

public affairs committee



**Fred van Ingen**  
Redwater, 942-2189

technical committee  
chairman



**Fred vande Ligt**  
Jarvie, 954-2199

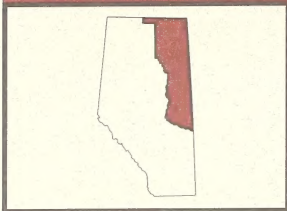
promotion committee



**Charlie Westra**  
Gibbons, 998-9083

government affairs  
committee





## ZONE 8

*Zone 8 Includes: County of Smoky Lake No. 13, County of St. Paul No. 19, County of Two Hills No. 21, County of Vermilion River No. 24, County of Minburn No. 27, County of Lamont No. 30, M.D. of Bonnyville No. 87, I.D. No. 18, I.D. No. 24*

### CANDIDATES

**Carl Beniuk** lives in the Craigmend area, just south of **Lac La Biche** with his wife and three sons. He has an 180 head commercial cow/calf and backgrounding operation, along with approximately 1,000 acres under cultivation consisting of hay and oats. He also owns and operates a small trucking company.

He is an University of Alberta graduate with a B.Sc. in agriculture. Carl is a director and past president of the Craigmend Recreation and Agricultural Society as well as the president of the local Canadian Parents for French chapter.

Carl says, "Our area has a large cattle base and therefore an interest in the operation of the Commission. I feel I can be a good liaison between the local people and the Commission."

**Blake Cherry** was raised on a mixed farm north of **Lloydminster** which he now operates. Blake is also a shareholder in Durnalta Feeders which is involved in finishing cattle through a local feedlot. He is running for a second term with the ACC. Blake contributed to the technical committee last year.

**Bill Creech** and his wife Sherry along with his parents, operate Hill 70 Quantock Ranch Ltd., near **Lloydminster**.

Bill began actively farming in 1973 and took a few winters off to attend the University of Saskatchewan. He graduated with a B.Sc. in 1980 and returned to the farm. Bill's interest in a second term as an ACC delegate is to be more involved in the entire livestock industry.

**John Kostiuk** is offering his time and is asking you to elect him as an ACC delegate. John believes he can provide honest and dedicated service to the Cattle Commis-

sion if given the opportunity to attend to this important duty. He owns an 1,240 acre grain and cattle operation in the **St. Michael** area.

**Ray Murphy** with his wife and family run an 160 head cow Hereford and Charolais feedstock operation near **Bonnyville**. He also runs 100 head of commercial cattle. He is a past director and chairman of the Lakeland Forage Association and the Alberta Forage Council, as well as an assistant leader of the Bonnyville 4-H club.

Ray says, "As beef producers we are very fortunate to have the ACC working for us and I would like to be involved and contribute. My interests are in the technical and policy development areas."

**Karl Schneider** and wife Christine run a cow/calf operation in the **Mannville** area. They also grow their own feed in addition to wheat, oats and barley.

Karl says, "My involvement with the ACC stems from my desire to have a say in the direction our industry is headed. I believe in a free and open market both nationally and globally. My efforts at the committee and the board levels have always been directed toward that end."

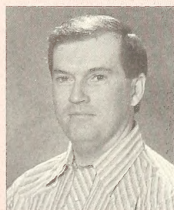
**Richard Smith** and his wife have 120 head of purebred Charolais cows on a grain and stock farm south of **Kitscoty**. Richard has served 21 years as director on the Vermilion Credit Union board, eight years on the board of the Battle River Seed Cleaning Plant and 15 years as a leader in the Kitscoty 4-H Club.

If elected, Richard will work with the Commission to further the good of the cattle industry in Alberta.

### SITTING DELEGATES



**Don Good**  
Vermilion, 853-2220  
producer liaison  
committee



**Lloyd McLaughlin**  
Mannville, 763-2196  
public affairs committee



**Gloria Oughton**  
Vilna, 636-2455  
promotion committee

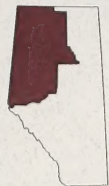


**Frank Postill**  
Plamondon, 798-2431  
producer liaison  
committee



**Don Selte**  
Vermilion, 853-2484  
government affairs  
committee





# ZONE 9

*Zone 9 Includes: County 1, M.D.s 130, 133, 135, 136, I.D.s 16, 19, 20, 21, 22, 23 and that area of I.D. No. 17 that lies west of range 8, west of the 5th meridian and north of township 84*

## ELECTED BY ACCLAMATION

### SUBZONE 9-1

**Garry Gurtler** has lived all his life on a mixed farm in **North Star**. His operation consists of 100 cows, commercial and registered polled Herefords and 1,000 acres of cereal, legume and grass production.

Garry says, "Our modern world puts many demands on us to make a living, but we must not harm our environment in doing so because we are only harming ourselves. As an ACC delegate I will always strive to achieve an environmentally friendly balance between man and nature."

### SUBZONE 9-2

**Jim Feist** owns and operates a ranch and custom feedlot in the **Cleardale** area. To date Jim's main involvement with the ACC has been on the government affairs committee. He currently represents the ACC on the Intensive Livestock Operation committee, Daishowa Public Advisory Committee, and has served as a member of the Alberta Foundation for Animal Care committee.

He is interested in running again because the ACC is facing challenging times. Jim believes in free enterprise but realizes a strong organization is necessary to properly represent the industry. Therefore, he would like to contribute to the industry through the ACC.

### SUBZONE 9-3

**Vic Patrick** was born and raised on a mixed farm in the **Grande Prairie** area. He worked on various ranches throughout Alberta for many years. Vic, his wife Nita and four daughters settled in the Eaglesham area in 1975. Vic and his wife continue to operate the cow/calf and

### SUBZONES

- 9-1 I.D. 23 (High Level, Ft. Vermilion, La Crete areas), that area of I.D. 22 north of Chinook Valley Road (Keg River, Manning and Dixonville areas)
- 9-2 I.D. 21 (Worsley, Cleardale, Hines Creek areas), M.D. 136 (Fairview area), M.D. 135 (Berwyn, Grimshaw, Peace River areas), I.D. 17 west (Three Creeks, Nampa areas), that area of I.D. 22 south of Chinook Valley Road
- 9-3 I.D. 20 (Gordondale, Silver Valley areas), M.D. 133 (Spirit River area), I.D. 19 (Wanham, Eaglesham areas), M.D. 130 (Smoky River, Falher areas)
- 9-4 County No. 1 (Grande Prairie, Beaver Lodge areas), I.D. 16 portion south of Wapiti River south of Grande Prairie
- 9-5 I.D. 16 (Valleyview, Debolt, Little Smoky areas), I.D. 17 east (High Prairie, Kinuso areas)

backgrounder operation. Vic has been with the ACC for one term serving on the technical committee.

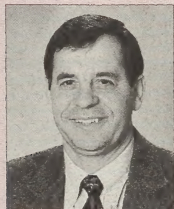
### SUBZONE 9-4

**Doug Gaboury**, his wife Jane and daughters Kim and Krystal reside in the **Sexsmith** area where they operate a cow/calf backgrounder operation. Doug and Jane are active members in the Grande Prairie Feeder Association. He has been a delegate on the ACC for two years serving on the producer liaison committee. Doug wishes to represent the Commission for another term in zone nine.

### SUBZONE 9-5

**Cec Jardine** farms with his wife and two sons at **Valleyview**. He served on ACC for the past two years and "hopes to see the ACC remain a strong group of cattlemen that promote the cattle industry".

## SITTING DELEGATES



**Bob Balisky**  
Debolt, 957-2247

promotion committee



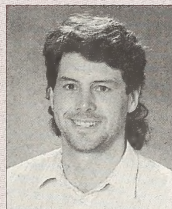
**Gary Creelman**  
Fairview, 835-4645

cattle industry committee  
chairman



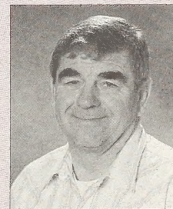
**Don McCracken**  
Manning, 836-3223

public affairs committee



**John McNaught**  
Woking, 774-2248

technical committee



**Mel Toews**  
Beaverlodge, 354-2787

market development  
committee



# ALBERTA CATTLE COMMISSION PRODUCER MEETINGS AND ZONE ELECTIONS

ALL MEETINGS BEGIN AT 7:30 p.m. EXCEPT WHERE INDICATED BY (\*)  
POLLING HOURS 8:00 - 10:00 p.m.

## ZONE 1

DATE	PLACE	SPEAKER
Oct.26	Brooks Telstar Motor Inn	Larry Sears - ACC Chairman
Oct.27	Etzikom Community Hall	Larry Helland - ACC Government Affairs Chairman
Nov.1	Lomond Community Centre	To Be Announced
Nov.2	Medicine Hat Moose Lodge	To Be Announced
Nov.3	Buffalo Community Hall	Jim Graham - CCA Past President

## ZONE 2

DATE	PLACE	
Nov.2	Stavelly	Community Centre
Nov.3	Pincher Creek	Provincial Building
Nov.4	Cardston	Provincial Building
Nov.9	Lethbridge	Lethbridge Lodge
Nov.10	Warner	Provincial Building

## ZONE 3

DATE	PLACE	
Oct.26	Olds	Legion Hall
Oct.27	Strathmore	Wheatland Inn
Oct.28	Cochrane	Community Hall
Nov.1	Sundre	Seniors Rec. Centre
Nov.2	Blackie	IOOF Hall
Nov.3	Airdrie	Town & Country Centre
Nov.4	Longview	Community Hall

## ZONE 4

DATE	PLACE	
Nov.1	Killam	Legion Hall
Nov.3	Edgerton	Community Hall
Nov.4	Bigstone	Community Hall
Nov.8	Oyen	Provincial Building
Nov.9	Consort	Sportex

## ZONE 5

* 1:30 p.m. MEETING		
DATE	PLACE	
*Oct.26	Dovercourt	Community Hall
Oct.26	Alhambra	Community Hall
*Oct.28	Pine Lake	Lake Hub Hall
Oct.28	Big Valley	Community Hall
Nov.1	Delia	Community Hall
*Nov.3	Lacombe	Provincial Building
Nov.3	Stettler	Auction Mart
*Nov.8	Acme	Community Hall
Nov.8	Bowden	Lions Hall

## ZONE 6

\* ALL ZONE SIX MEETINGS START AT 6:00 p.m. WITH A BEEF BARBECUE

DATE	PLACE	SPEAKER
*Oct.26	Ponoka Kinsmen Centre	Dr. Ray Fenton - Alberta Foundation for Animal Care
*Oct.28	Ardrossan Garden Hall	George Schoepp - ACC Director

*Nov.2	Stony Plain Legion Hall	Dennis Laycraft - CCA Executive Vice-President
*Nov.4	Camrose Masonic Lodge	Ted Haney - CBEF Director, Canadian Operations
*Nov.8	Winfield Community Hall	Randy Archibald - Alberta Founda for Animal Care Chairman
*Nov.10	Thorsby Seniors' Centre	Joanne Lemke - ACC Manager Pu Affairs

## ZONE 7

* 7:00 p.m. MEETING		
DATE	PLACE	SPEAKER
*Oct.27	Athabasca Community Hall	Mabel Hamilton - ACC Promotion Chairman
*Oct.28	Wildwood Community Hall	Marjorie Mann - ACC Research Coordinator
*Nov.1	Sangudo Elks Hall	David Andrews - ACC Past Chairm
*Nov.3	Gibbons Legion Hall	Ben Thorlakson - ACC Vice-Chairm
*Nov.4	Pibroch Community Hall	Larry Sears - ACC Chairman

## ZONE 8

* 7:00 p.m. MEETING		
DATE	PLACE	
*Oct.27	Bonnyville	Agriplex
*Oct.28	Minburn	Seniors' Centre
*Nov.1	Lac La Biche	Provincial Building
*Nov.3	Two Hills	Centennial Hall
*Nov.8	Elk Point	Elks Hall
*Nov.9	Kitscoty	Elementary School

## ZONE 9

* 12 NOON LUNCH MEETING		
** 6:00 p.m. SUPPER MEETING		
DATE	PLACE	SPEAKER
*Nov.1	Fort Vermilion Rec. Plex	Mabel Hamilton - ACC Promotion Chairman
*Nov.2	High Prairie Elks Hall	Mabel Hamilton - ACC Promotion Chairman
**Nov.2	Eggleham Centennial Hall	Mabel Hamilton - ACC Promotion Chairman
*Nov.3	Fairview Dunvegan Motor Inn	Mabel Hamilton - ACC Promotion Chairman
**Nov.3	Grande Prairie Trumpeter Motor Inn	Mabel Hamilton - ACC Promotion Chairman